

Local Food Promotion Program (LFPP)

Frequently Asked Questions

1. What is the difference between the Local Food Promotion Program (LFPP) and the Farmers Market Promotion Program (FMPP)?

LFPP promotes intermediary supply chain activities (activities that get products from the farmer to the market place other than the farmer selling directly to the consumer). There are two grant sub-types under LFPP—planning and implementation. LFPP grants require a 25% match. Funding ranges from \$5,000 to \$100,000.

FMPP promotes direct-to-consumer activities (farmers selling products directly to consumers). There is no match requirement or grant sub-type for FMPP. Funding ranges from \$15,000 to \$100,000.

	<u>FMPP</u>	<u>LFPP</u>
Grants offered	Projects related to direct-to-consumer marketing from \$15K to \$100K	Supply-chain projects: Planning grants from \$5K to \$25K Implementation grants from \$25K to \$100K
Matching Funds	Not required	25% required
Required Budget Forms	TM-29 FMPP Narrative TM-30 FMPP Supplemental Budget Summary	LFPP Grant Narrative LFPP Project Budget and Match Request
Application Request	FMPP Request for Application	LFPP Request for Application
Website	www.ams.usda.gov/FMPP	www.ams.usda.gov/LFPP

2. Are only domestic programs within the United States eligible?

Yes, as stated on page 8 of the Request for Applications, “All applicants shall be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands.”

3. Can I apply for both FMPP and LFPP grants?

Yes, you may apply for both FMPP and LFPP as long as they are completely separate projects. You may not receive grant funding for both projects. If you are awarded funding for both projects, you, FMPP, and LFPP will determine which project should be funded.

4. Can I apply for an FMPP grant if I currently have an open LFPP grant?

The Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP) comprise the Farmers Market and Local Food Promotion Program (FMLFPP), authorized by the Farmer-to-Consumer Direct Marketing Act of 1976, as amended ([7 U.S.C. 3005](#)). Although administered distinctly by the Agricultural Marketing Service, funding for both components (FMPP and LFPP) are authorized under one Program (FMLFPP). Therefore, an organization that has received a grant award from either component is not allowed to apply for another grant under FMLFPP until the organization has fulfilled all of the terms and conditions of the previous Federal award.

5. Can I receive an LFPP grant and a grant from a different USDA agency (VAPG, Farm to School, RBOG, etc.)?

Yes, as long as they are for different projects, you may receive both an LFPP grant and a grant from a different agency. It would be a good idea to check with the other grant program just to make sure it is all right with them, too.

6. Does a project related to a processing or value-added product like fruit juices qualify for an LFPP grant?

Yes, any form of agricultural food product is eligible for the grant.

7. Can a sole proprietorship apply for an LFPP grant?

Yes, but the project must benefit more than one individual. The applicant would use his/her IRS registered Tax Identification Number to register with DUNS/SAM.gov.

8. Can grant funds be used to purchase food for a voucher/reimbursement programs?

No, grant funds cannot be used to purchase food for voucher/reimbursement programs. They also cannot be used for loans or be re-granted.

9. Can I use grant funds to purchase land or buildings? Can land, buildings or labor count as in-kind matches?

Grant funds cannot be used to purchase land or buildings. Donated land, building or labor can be used as in-kind matches as long the budget justification includes proof of their value.

For example, if a project is for a food hub and a warehouse is being used as an in-kind match, but the warehouse is being used for other purposes as well, only the value of the portion being used for the project being funded may count. That is, if the warehouse is valued at \$100,000 and only one-quarter of it is being used for the food hub project, the value of the in-kind match is \$25,000.

10. What is considered infrastructure if no construction or rehabilitation is allowed?

Infrastructure refers to refrigeration equipment, tents, tables, computer equipment and advertising. This list is not inclusive; if you are unsure if an item is included, please contact LFPP at USDALFPPQuestions@ams.usda.gov.

11. Can funds be used to purchase vehicles or repair and/or upgrade existing vehicles?

No, you may not purchase vehicles. You may, however, upgrade currently-owned vehicles as long as the upgrades apply to the project. You may also lease vehicles.

12. How will this grant fund my business?

The grant will not fund your business. The grant funds a particular project. Reviewers will evaluate the project based on evaluation criteria to determine its merits. For more information on the evaluation criteria, refer to the Request for Proposals.

13. How do I get and show "Evidence of Contractors and Sub recipient's Debarment Status"?

Go to <http://www.SAM.gov> website and follow these steps:

- Click the third box: Search Records
- Click Advanced Search – Exclusion
- Use the SSN for individuals or TIN/EIN for organizations to see if they are on the list
- Print the results and scan with your application

14. How do I get and show "Evidence of Contractors and Sub recipient's SAM registration and DUNS number"?

Have the contractor or sub recipient go to the <http://www.SAM.gov> website and print the registration confirmation. Either your organization or the contractor should go to <http://mycredit.dnb.com/search-for-duns-number> to look up the DUNS number from Dun and Bradstreet. Print the results and scan to submit with your application.

15. How are the funds going to be distributed? How long do reimbursements take?

The grant is funded on a reimbursable basis. Reimbursements are made on a rolling period and typically take 5 to 10 business days. The time depends on the amount of paperwork you are sending for review along with your reimbursement request.

6. What is the timeframe for the project?

The project must begin no earlier than September 30 the first year and end no later than September 29 the last year.

17. Does the LFPP Budget Form count towards the 12-page Grant Narrative limit?

No, the LFPP Budget Form is separate from the Grant Narrative form and the 12-page limit. However, the question on the narrative regarding the budget justification (Question 13) DOES count toward the 12-page limit. This question is intended to be a brief summary of what reviewers should expect in your LFPP Budget Form, and is not intended to be a complete regurgitation of the Budget Form itself. As stated in the narrative instructions: The purpose of the budget justification is two-fold: 1) to correlate the requested budget with the purpose/goals of the project, and 2) to demonstrate the requested budget is both reasonable and adequate for the proposed project.